RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

December 29, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

Sales
1221
1222
1223
1224
1225
1226
1229
1240 AE
1244 JM, DR RSM

Retail
1222
1223
PC SC
MC PA
RBM

MAY 01 RECD

JUNE: DORAL B1G1F PROMOTION #800432

Dear Paul:

Doral B1G1F pre-sleeved product has been ordered (see quantities listed below), as well as 1190 SKUs of Displays (item #541865) to pack and ship this promotion to your participating retail accounts.

PRODUCT ARRIVAL DATE: MAY 18, 1998

PO Number	*Product / State*	*#/Cases Per Style*				*$ Amount*
		MEN LT 100	ULT LT 100	LT BX 100	FF BX 100	
	UPC Code 12300-	25363	25365	25370	25369	
ER3370-01	*B1G1F / CT*	*1*	*1*	*1*	*1*	*316.21*
ER3371-01	*B1G1F / MA*	*2*	*2*	*2*	*2*	*320.41*
ER3372-01	*B1G1F / NJ*	*9*	*9*	*9*	*9*	*1,225.83*
ER3373-01	*B1G1F / NY*	*20*	*20*	*20*	*20*	*5,604.07*
ER3374-01	*B1G1F / PA*	*1*	*1*	*1*	*1*	*430.21*
	TOTALS	**33**	**33**	**33**	**33**	**$7,896.73**

PARTNERS 'BONUS' REPORTING DESCRIPTION 'DOR JUN B1G1F'

PO NUMBER/ Displays: ER3361-01

Shipper Displays Arrival @ McLane NE: **May 18, 1998**

Ship Date to Retail: **Week of June 15, 1998**

DISPLAY DETAIL (#541865)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

SKU CUBE: 0.4955
SKU WT (w/o Product): 1.1000 lbs
Retail Sales Offer per Sku: 20 Offers

Billing per Sku: 2 Savings Cartons

51846 2679

Source: https://www.industrydocuments.ucsf.edu/docs/sxly0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

DISPLAY LOAD:
* 4 CARTONS: ONE CARTON EACH STYLE: DORAL LT / LT 100 / LT MEN 100 / FF 100
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

RJR will reimburse you $4.90 per promoted 6M case for all displays packed and shipped to retail on a timely basis. This equates to $646.80 (132 (6M) cases @ $4.90).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: L. E. MacWilliams
cc: R. Donahue / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710 / 6710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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51846 2680

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